Synopsis

On

Morality, Ethicality and Effectiveness of Surrogate Advertising: A Study of consumers and non-consumers

For Registration

In

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1. Topic of Research

Morality, Ethicality, and Effectiveness of Surrogate Advertising: A Study of consumers and non-consumers

2. Introduction

Morality is pivotal to rational human behavior, or so it is said. Morality and ethicality are ordinarily assumed as the same thing. Morality implies principles set by society that serve as a foundation to know what is right and wrong. Or morality can be defined as widely shared communal or societal norms about right and wrong, whereas **ethicality** leans towards the decisions based upon individual character, and more subjective understanding of right and wrong by the individual. For instance, killing someone is immoral but for, say a soldier killing the enemy during wartime is ethically correct behavior.

Advertising in the marketing world holds its importance however its necessity has been questioned time and again along with its morality. Advertising is a marketing technique used to promote and sell product services and ideas in any paid form and by an identified sponsor. Advertising is a one-way communication use to retain existing consumers and to attract potential consumers by educating the consumers about the product. Advertising can be done through various means like television networks, print media like magazines and newspapers, radio services, outdoor events, online means, and many more. Advertising is differentiated from public relations in that an advertiser pays for and has control over the message. It differs from personal selling in that the message is non-personal, i.e., not directed to a particular individual. Commercial ads often seek to generate increased consumption of their products or services through "branding", which associates a product name or image with certain qualities

in the minds of consumers. On the other hand, ads that intend to elicit an immediate sale are known as direct-response advertising. Non-commercial entities that advertise more than consumer products or services include political parties, interest groups, religious organizations, and governmental agencies. Non-profit organizations may use free modes of persuasion, such as a public service announcement. Advertising may also help to reassure employees or shareholders that a company is viable or successful.

Surrogate advertising means to advertise the products which are banned from directly advertising through any mean of communication by an act of law. The banned products are liquor, tobacco assortments like cigarette and bidi. It can also be defined as advertising of the banned products in the disguise of other related or unrelated products under the same brand name for example officer's choice, McDowell's number 1 soda, Kingfisher water, etc.

2.1 Origin of Surrogate Advertising:

Surrogate advertising has historically known to be originated in the UK when housewives started to complain and protest about the alcohol consumption of their husbands and demanded to ban the advertisements of such products and it provided the marketers and industrialist with the opportunity to be innovative and find means to communicate the information about the banned products and still adhering to the law.

In India surrogate advertising started after the Cable TV Network Regulation Act 1995 was introduced. This Act banned the direct promotion of products like alcohol, cigarettes, bidi, pan masala, gutka, etc.

This act paved the way for surrogate advertising in India. Producers of the banned products started to make, sell and advertise non-alcoholic or harmless products under the same brand name.

The prominent players in the field of surrogate advertising are liquor cigarette and Pan masala and good car manufacturing companies as the below mentioned examples show:

- Bagpiper soda and cassettes and CDs: - bagpiper is the first company known to dabble in the field of surrogate advertising by using the same logo brand name music to promote their sodas and music CDs.
- Hayward's 500: -the brand is advertised to soda and packaged drinking water Haywards 5000 and 10,000 are whisky and beer brands respectively available in the market.
- Imperial Blue cassettes and CDs disguise and advertise imperial Blue labeled whisky.

- Royal stag music CDs is another example of surrogate advertising for alcohol products.

In 2008 February 25 amendment in the cable TV network regulation act was made. According to the cable act under the ministry of information and broadcasting: -" no broadcaster is transmitted to show an advertisement which promotes directly or indirectly sale for construction of cigarettes tobacco products wine alcohol legal or other intoxicants....."

Ban on surrogate advertising through television still leaves advertisements through other meanings like sponsorship of sports teams' outdoor events and many others. It is literally using the loophole in the law.

Surrogate advertising started after the ban on advertisement of alcohol, cigarettes and tobacco products. Ban on the advertisement of such products was implemented by various governments around the world when various health organizations claimed that alcohol and smoking degrade a person's health tremendously.

Britain's Royal College of physicians (1962) and American surgeon general (advisory committee to surgeon general 1964) reported that there is a link between the increase of lung cancer and smoking. Policies regarding the ban on advertisement of such products were made and implemented on the assumption that the advertisement influences the consumption of harmful products, especially in the youth.

Johnson (1988) in his study tried to find out whether the policies implemented in various countries to ban the advertisement of cigarettes and tobacco are based on factual information or not. Almost every other research reviewed show contradictory results. Some researchers concluded that ban on an electronic advertisement does not affect the purchase of cigarettes and tobacco while some researches showed that advertisement affects the purchase of such products in a significant manner, while a few studies concluded that ban on advertisement affected the consumption for few initial years only. No statistical evidence could be found by the researchers that shows that advertisements affected the purchase of cigarettes and tobacco products as well as that the ban on such advertisements can decrease consumption.

Hastings and Aitken (1995) studied and reviewed shreds of evidence confirming the impact of tobacco advertising on children's smoking habits. Analysis of various longitudinal studies implied that children do tend to get affected by the advertisement of cigarettes and can become smokers and also advertising has an association with the smoking habits of children. Advertising also can reinforce smoking habits. However, econometric studies implied that the

association between advertising and consumption is low but significant enough that its absence can affect the demand. This study only showed the effect of advertisements on a certain fraction of the population that do not include the major purchases of cigarettes and tobacco products and it is heavily based on the psychology of children which is very difficult to understand. Children included in this study were in primary school and also ranging from the age of 11 to 14. The reliability of the data collected could not be ensured.

Arguments were made that advertisement is only a tool to increase the market share of the product rather than to increase the overall consumption. In the early nineties, the ban was partial and only electronic advertisement was banned.

Ban on advertisement is the reason that marketers resorted to advertising the products in disguise.

2.2 Surrogate advertising in India

Unfavorable perception towards the advertisement of alcohol and tobacco products can be traced back to 1975 in India when the government introduced The Cigarettes (Regulations, Supply and Distribution) Act 1975 forcing the cigarette companies to display health warnings on the packaging and advertisement of cigarettes. India has held a strong stance on the ban on advertising of alcohol and tobacco products since 1995. But the ban was implemented after extensive research by the Indian ministry of health which provided pieces of evidence that not only these products are harmful to a person's physical health but also mental health. Government is of the opinion that it makes the consumers unmotivated lazy and unproductive. Cable Television Act (1995) stated- "No advertisement shall be permitted which promotes directly or indirectly, production, sale, and consumption of cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants." As a result, Zee and STAR stopped telecasting the advertisements. AajTak and Sony soon followed suit. Enforcement of this act led to the emergence of surrogate advertising in India.

Mehta and Nithyananda (2002) in their article suggested that surrogate advertising does affect the consumers' decision for buying alcohol and tobacco products. This article mentions a market survey in 2001 that revealed: "that advertising had had a direct influence on the consumption habits of 431 million people in India and indirect impact on to 275 million aspirants from the lower-income group". The main purpose served by this article was to show that surrogate advertising is a loophole in the law and transparent and strong policies should be made against such advertisements. Manjunath and Sreekanth (2005) provided statistical

evidence that surrogate advertisement spread awareness and helps to promote the code product in India. The author used percentage analysis and chi-square tests. Both the studies state that surrogate advertising is recognized by the consumers as the advertisement of the banned products but there is no evidence that states that it persuades them to consume such products.

A notification issued on (9th August 2006) for The Cable Television Networks (Regulation) Act,1995, states:

“Provided that a product that uses a brand name or logo, which is also used for cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants, may be advertised on cable service subject to the following conditions:

- The storyboard or visual of the advertisement must depict only the product being advertised and not prohibited in any form or manner.
- The advertisement must not make any direct or indirect reference to the prohibited products.
- The advertisement must not contain any nuances or phrases promoting prohibited products.
- Advertisements must not use particular colors and layout or presentations associated with prohibited products.
- The advertisement must not use situations typical for the promotion of prohibited products when advertising the other products.
- Provided that all such advertisements shall be reviewed and certified by the Central Board of Film Certification suitable for unrestricted public exhibition prior to telecast or transmission or retransmission".

3. Literature Review

A literature review is an analysis of the research articles, papers, and other scholarly sources that provides an overview of the topic of research. Following is a collection of most relevant and significant literature for comprehension and support of the research topic.

3.1 Understanding Morality and Ethicality

Ethicality refers to being in accordance with the accepted principles of right and wrong that govern the conduct of an individual. Generally, it is assumed that the ethical conduct of an individual is influenced by the socially accepted norms. Gert & Gert (2002) defined morality

as a “certain codes of conduct put forward by a society or a group (such as a religion), or accepted by an individual for her own behaviour” or a code of conduct that would be accepted by anyone who meets certain intellectual and volitional conditions, almost always including the condition of being rational. That a person meets these conditions is typically expressed by saying that the person counts as a moral agent. However, merely showing that a certain code would be accepted by any moral agent is not enough to show that the code is the moral code. It might well be that all moral agents would also accept a code of prudence or rationality, but this would not by itself show that prudence was part of morality. So something else must be added; for example, that the code can be understood to involve a certain kind of impartiality, or that it can be understood as having the function of making it possible for people to live together in groups.

Vitell et al. (2001) examined and analysed how the consumers make decisions which involve moral and ethical conduct on their part. This study investigates the extent to which the consumers depend on ethical norms or on perceived consequences of behaviour while deciding their course of action. The results of the study show that the consumers highly depend on the ethical norms in comparison to the perceived consequences of behaviour. In above mentioned explanation the ethical norms are followed when the consumers behave without having any regard to the consequences of their behaviour and the opposite is true for perceived consequences of behaviour. For instance, a consumer has a coupon for discount of a certain brand but purchases a product of rival brand unknowingly using that coupon. While billing he informs the billing staff member about this without expecting any response from the staff member acting on the basis of the ethical norms.

Swaidan et al. (2003) in this paper examined the consumer ethics of African Americans across four demographic factors (i.e., age, education, gender, and marital status). A sample of 315 African American consumers was used to examine these relationships. Results found that consumers who score high on the idealism scale are more likely to reject questionable consumer activities, but there was no relationship between relativism and consumers' rejection of questionable activities. Older, more educated and married consumers rejected questionable activities more than younger, less educated and single consumers. Gender did not have any significant relationship to consumers' ethical orientation.

Arli et al. (2015) in their study observed that the young consumers’ behaviour is more influenced by their personal ideologies than the social norms in ethically intense situations.

3.2 Elements of Surrogate Advertising

a) Awareness of Surrogate Advertising

Awareness of surrogate advertising the recognition of liquor and tobacco products advertised in disguise of other products with the same brand name. An individual is said to be aware of surrogate advertising if for example he/she is able to understand that advertisement of bagpiper soda is masking the actual alcoholic products of the same brand.

Yugank (2009) in his paper tried to understand the Indian scenario regarding surrogate advertising. The government banned the advertisement in the belief that lack of advertisement will have a high effect on the consumption of alcohol and tobacco products as they are deemed harmful to one's health. But the industry has argued that if they are allowed to produce why not advertise it. The government has banned the products to appease the section of the society that highly condemns the use of alcohol and tobacco products but on the other hand, the revenue generated from such industries is too lucrative to forgo. The paper revealed that the surrogate advertising helps the viewers to recognize the liquor and tobacco products indirectly advertised.

Dodrajka (2011) supported Yugank's study and also brought attention to the surrogate advertising practices done by pharmaceutical industries as they are also so not allowed to advertise their medicines directly on the television. This study also with the help of percentage analysis found that more than half of the respondents from the total of hundred respondents think that bending of direct advertising of liquor and cigarette products is right because such advertisements affect the youth negatively however it is interesting and surprising to know that 60% from the same hundred respondents also think that companies should be allowed to practice surrogate advertising. Nothing is mentioned about the relationship between surrogate advertising and the consumption of banned products. The study, however, has the demerit of being conducted in only one City, and generalization of the result is not reliable in a country like India where the population is so different from one state to another even within a state.

Das (2016) carried extensive research on 150 respondents in Hyderabad city to know the perspective of consumers regarding surrogate advertisement if it is ethical or unethical, influential enough to induce the consumers to buy the product. Results found that the consumers are aware of surrogate advertising and can recall the brand through surrogate advertising and the majority of the respondents agreed that they should be banned but it is also found that surrogate advertising does not influence the consumer to induce the final consumption. Nathwani (2016) supports Das's findings that surrogate advertising does create

awareness among the viewers who are from age 16 to 40 and also are highly influenced by the celebrities who endorse the surrogate products.

b) **Effectiveness of Surrogate Advertising**

Effectiveness of surrogate advertising is indicated by the creation of the purchase intention among the viewers of the advertising resulting in the actual sale of liquor and tobacco products.

Nelson, J. P. (2001) in his study endeavoured to get an answer to a specific question i.e., "Is there a direct and material effect of advertising on the overall level of alcohol consumption or alcohol abuse?" The bulk of the scientific evidence presented in this survey indicates that the answer to this question is "No". The study concludes that advertising bans do not reduce alcohol consumption or abuse; advertising expenditures do not have a market wide expansion effect; and survey-research studies of youth behaviours are seriously incomplete for serving as a basis for public policy.

Sharma and Chander (2007) in their paper shed light on the ethicality of surrogate advertising. There is no doubt that there is hidden message directing the viewers to liquor and tobacco products. The main issue of the ethical discussion in this study is regarding the attitude of targeted consumers towards the practice of surrogate advertising. The respondents were leaning towards the negative side for the surrogate advertising and they consider it to be an unethical practice.

Shah et al. (2008) in their study tried to examine the relationship between tobacco advertisements, counter-advertisements, and smoking status among Indian youth. It was found that there was no significant correlation between watching actors smoke in movies and smoking status for current smokers vs. never smokers

Gunter et al. (2009) in their study found that there are no significant relationships between exposure to any type of alcohol advertising (cinema, magazine, TV) and general alcohol consumption. Exposure to televised advertising for alcohol and cider in each case emerged as a significant predictor of the consumption of each of those types of alcohol. While there was no evidence that alcohol advertising plays a significant role in shaping general alcohol consumption among young people, it does seem to play a part in driving the consumption of certain types of alcoholic beverages.

Suryavanshi (2013) concluded that surrogate advertising can become an issue that needs to be understood with respect to the Indian legal and ethical environment of promotions. With the

ban on advertising of tobacco and alcohol products, the reliability of surrogate advertising will not give necessary information about the product and will mislead the viewers. The literature review is the main source of information in this paper.

Varalakshmi. T (2013) studied the marketers' perspective regarding surrogate advertisement. Surrogate advertisement is like a coin; it has two sides. On one side lies the advantages or pros for marketers and disadvantages or cons on another side. As a result of a survey in Bangalore city of 108 respondents from age of 18 and above, the sampling technique used was judgmental, it was found that surrogate advertising was receptive by the literate and semi illiterate respondents mainly through sponsorship in cricket matches or any other popular sports. More than half of respondents agreed that there is no problem with surrogate advertising it is in the hands of the consumers to decide whether they want to consume search harmful products or not. The author found no problem in surrogate advertising as long as it does not violate the law and suggested that the marketers can improve the quality of prohibited products so that they don't have a severe impact on the health of their consumers.

Bansal (2014) in her paper described the difference between surrogate advertising and brand expansion which are rather similar but are completely different regarding morals and ethics. Surrogate advertising where deceives the audience, brand expansion which is an element of brand management helps to extend a brand by stepping into a fresh merchandise group by the development of a new product. Marketers practicing surrogate advertising often try to pass it as brand extension. It shows that the government has to step up and implement more translucent laws for banning such kind of surrogate promotion. It is also suggested that the government should try to bring the other methods of surrogate advertising like sponsorship, events, etc. under the law.

Rajpal and Nayak (2015) used literature review and a survey in Indore city to collect the required data. Their 500 potential literate respondents were provided with a questionnaire developed on a three-point Likert scale, out of which 380 responses were found acceptable. Percentage analysis short that 74% of the Indore city get influenced by surrogate ads to buy any products and 77% of respondents agreed that consumption of banned products increases because of surrogate advertising. Though the results show that surrogate advertising increases the consumption of banned products but the respondents selected on the judgmental sampling basis. And Indian population does not contain only literate consumers and only big brands are not the part of the market, domestic or local companies have their share.

Ahuja (2015) surveyed and collected data from hundred respondents in Delhi and Faridabad using a close-ended questionnaire undergoing random sampling and Karl Pearson's chi-square test was used to analyze the data and access the desired results. This study helped to find the consumers' perspective regarding surrogate advertising. Results show that the consumers are aware of the motives of surrogate advertising and show concern about its effect on the young generation of the country. Some respondents believed that surrogate advertising is not required as it may distract the youth. Even respondents who are habitual of alcohol and tobacco are of opinion that banning the advertisement is the right step because the decision to consume alcohol or tobacco lies to one's self.

Gangopadhyay and Dutta (2015) researched intending to find what role satellite television plays in to facilitate surrogate advertising and what is the extent of surrogate advertising in India. After reviewing the existing literature and using case studies of 3 popular brands which included two liquor brands and one pan masala brand i.e. Royal stag United spirits and Kamla pasand respectively. The results of this study showed that surrogate advertising is broadcasted across the channels in Indian television except for the public broadcasters like Door darshan. The deed of surrogate advertising is very wide. Despite the notification in 2009 regarding cable TV regulation act 1995 which makes surrogate advertising on television more difficult the marketers somehow pass this surrogate advertising as an extension of the brand.

Singh (2015) suggested that along with television advertisements, marketers can use the social media trend as a boon. Awasthi and Choraria (2015) in their study found that endorsement by celebrities stimulates imitation behaviour of the audience.

Vihari (2017) studied the effect of surrogate advertising on the alcohol industry particularly. The study was conducted to find out whether the companies are successful in surrogate advertising or not, did it affect their buying decisions, how they perceive surrogate advertising so that effective methods to the surrogate advertising can be identified, whether the consumer finds this type of advertisement ethical or unethical. Results found that yes, the consumers are aware of surrogate advertising, and consumers habitual of drinking do not find it as ethical as the non-drinkers believe. Also, advertisements do not affect the buying decisions of the viewers. The questions like whether surrogate advertising is necessary because of its low impact to increase the consumption arise from the inferences in this study.

Vyas and Bissa (2017) studied the impact of surrogate advertising on Indian youth and what impact television play in surrogate advertising. Salaam Bombay foundation researched on the

children between the age group of 12 and 17 years from school and private school and found a disturbing trend. 71% recalled the slogan of Manik Chand gutka-unche log unchi pasand, 12% recalled the slogan of Goa (gutka). 15% recalled other brands and 63% could associate the product with the brand while 37% could not. Children kundalahalli disassociate manikchand water from manikchand gutka which shows the impact of surrogate advertising on the youth. Case studies on royal stag, Kingfisher, and rajnigandha presented that the use of celebrities like Shah Rukh Khan Ranveer Singh Saif Ali Khan in television advertisements highly affects youngsters because the heads are performed by their idols.

Roy et al. (2017) also found that adolescence or teenagers are at higher risk of alcohol consumption because of surrogate advertising and other sources like social media and education for information on alcohol. Children tend to believe the celebrities unquestionably and this study also found that children from marginalized social surroundings experience the presence and use of alcohol more.

Panvelkar (2018) found that the adults can also be influenced by the presence of celebrities in advertisements. Singh and Pallavi (2018) opined that more and more regulations will only motivate marketers to innovate their advertising techniques, Govt. Singlehandedly cannot stop surrogate advertising. Media, Films, and Sports organizations should boycott sponsorship of tobacco and alcohol companies.

Vyas and Bissa (2018) in their study strived to achieve one of the objectives i.e. to check the efficiency of surrogate advertisements on consumers' purchase intention towards buying is worth the attention of the readers. To obtain the objective a questionnaire based statistical analysis was conducted in Ajmer and Bikaner city of Rajasthan. 279 out of 350 were selected for further analysis. Statistical tools used were Pearson's correlation coefficient analysis, Anova and multiple regression analysis, tables and figures to give a clear picture of the data collected. Out of the various results that show the consumer awareness of surrogate advertising, their perception regarding its morality, etc., the most important result that stood out was that the surrogate advertisements influence the purchase decisions of the consumers. Regression analysis and specifically regression coefficients indicate that one-unit change in surrogate advertising would lead to specific changes in customers' purchase intention.

Jose and Roy (2020) in their study found that the most influential method of surrogate advertisement is through television. Most importantly it is found that most consumers do not

put the blame on surrogate advertisers for the consumption of alcohol or tobacco but believe that the people themselves are responsible.

4. Conclusion

The above illustrated researches provide direct insight on the awareness and effectiveness aspect of surrogate advertising whereas ethical point of view is left untouched. The studies show evidence of awareness about the nature of surrogate advertising among the consumers but effectiveness of surrogate advertising is still a debatable issue if we go by the results of the above mentioned studies.

5. Research Gap

The analysis of the literature shows that the most explored aspects of the surrogate advertising are its awareness and effectiveness. Also, studies only include the consumers of liquor and tobacco. Surrogate advertising may also have some effect on the non-consumers. Both consumers and non-consumers of liquor and tobacco can be the respondents in the topic related research. Morality and ethicality with relation to the effectiveness of surrogate advertising is a concept less explored that this study will endeavour to achieve.

6. Objectives of the Study

1. To examine the morality of the consumers and non-consumers regarding Surrogate Advertising.
2. To investigate the ethicality of consumers and non-consumers regarding Surrogate Advertising.
3. To study the degree of effectiveness of Surrogate Advertising on consumers and non-consumers.
4. To explore the relationship among morality, ethicality, and effectiveness of Surrogate advertising.

7. Hypotheses

1. H_0: There is no effect of morality on the effectiveness of Surrogate Advertising.
2. H_0: There is no effect of ethicality on the effectiveness of Surrogate Advertising.
3. $H_{0:}$ There is no effect of morality on ethicality.

8. Research Methodology

Research methodology is the blueprint which will serve as the base for structural formation of the whole research process. Methodology is the key for answering the questions of what, where, who, and how in the research.

a. Research Population and Area

Research Population will constitute educated (graduate and above) consumers and non-consumers of liquor, tobacco from Delhi and Haryana.

b. Research Design

The design for the proposed study will be exploratory cum descriptive in nature.

c. Sample Size

A random selection of 500 respondents will be done from a list of 1000 potential respondents of Haryana and Delhi.

d. Data and Data collection

Primary data collection will be done through a questionnaire made of close-ended questions. 5 point Likert scale can be used.

e. Statistical tools

Statistical tools such as ANOVA, T-test, Discriminant Analysis, etc. would be used. Other tools could be used as per requirement for best outcomes.

9. Significance of the Study

The research will shed light on the degree of influence societal morals have on the ethical behaviour of an individual with reference to surrogate advertising. The study will help to reveal the impact surrogate advertising may or may not have on both consumers and non-consumers of liquor and tobacco given morality and ethicality play a crucial part.

10. Organization of the study

Chapter 1. Introduction

This chapter will help to understand the concept of morality, ethicality and surrogate advertising.

Chapter 2. Review of Literature

In this chapter, researches related to the proposed study will be reviewed for better understanding of the research variables, to ascertain the research gap and for formulation of research problem.

Chapter 3. Research Methodology

The third chapter will consist the objectives of this study and the process to achieve them, with the information on data collection techniques, statistical tools to be used for data analysis and interpretation.

Chapter 4. Analysis and Interpretation

This chapter will show the analysis and interpretation of the data collected.

Chapter 5. Findings, Suggestions and Recommendations

In this chapter, major findings of the study will be mentioned along with the suggestions for future research prospects.

Chapter 6. References

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Signature of the Supervisor

Signature of the scholar

Signature of the Chairperson